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Notes from the Stacks, June, 2017

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NOTES FROM THE STACKS

Dean's Corner

Patricia Cutright

With this newsletter, I am sharing news of my retirement, effective August 4. Though I continue to thoroughly enjoy all that I do as Dean of Central Washington University Libraries, I have decided it is time for me to pursue the next chapter of my life.

During the past seven years, the Brooks Library has seen much progress and a student-centric environment has been created that the university and community-at-large can be proud of. Some of the most notable accomplishments are:

- The design and renovation of public spaces in the library, such as the Academic and Research Commons and the Circulation Department, creating more welcoming and functional areas that provide academic support, services, and resources focused on student success
- The development and launch of the Library Information Science minor to provide our students the critical thinking and research skills necessary for success in the data-driven and information-laden world they will be entering after leaving CWU
- The implementation of the embedded librarianship philosophy which has promoted a true partnership between the classroom instructor and library faculty in educating our students
- Raising the visibility and stature of the

Brooks Library through partnerships and events that have created lasting change, such as the establishment of Jimmy B's coffee shop, the "Evening at the Brooks" gala, Waffle Night, Paws and Relax, Kittitas County Archives Crawl, the Big Read project and recognition by the Institute for Museums and Library Services as a finalist for the 2016 National Medal of Honor

None of this would have been possible without the extraordinary dedication and commitment of the library faculty and staff that I have had the privilege to lead. In my leadership role in academics "Dean" is more than just a title. Being a dean is recognized as



having an exceptional level of expertise in the given profession, which allows a level of independent decision-making that is focused squarely on the mission and vision of that organization. In my tenure at CWU, as Dean of Libraries, I have been able to effectively work as a peer with the deans of our colleges and of our five public sister institutions, creating a

collaborative and dynamic environment for all our students and faculty.

I anticipate this esprit de corps to carry on due to the energy and enthusiasm the library faculty and staff have embraced, constantly looking at ways of making things better for those around us. I learned very early on that enthusiasm can be the most contagious of all nouns, and can rapidly become a verb—to act, to motivate! According to the Oxford English Dictionary, the word "enthusiasm" originates from the Greek word meaning "possessed by a god, inspired" and I have no doubt, if you ever struck up a conversation with any of my current or past staff they would certainly agree on the "possessed" part. I'm not so sure about the god's inspiration piece. Nevertheless, my love for what I do as a librarian is shared by those in the library and translates to providing excellence in library service that will exist long beyond my tenure as Dean. I am proud, and humbled, to have had the opportunity to lead the James E. Brooks Library and look forward to watching it build on the past and flourish in the future.

Many thanks,

Patricia

The Central Washington University Libraries provide quality resources and innovative services to stimulate creativity, intellectual curiosity, and to facilitate lifelong learning and research within the communities we serve.

JAMES E. BROOKS LIBRARY

JUNE 1, 2017

VOL. 3 ISSUE 3

Streaming Media Evolves at CWU

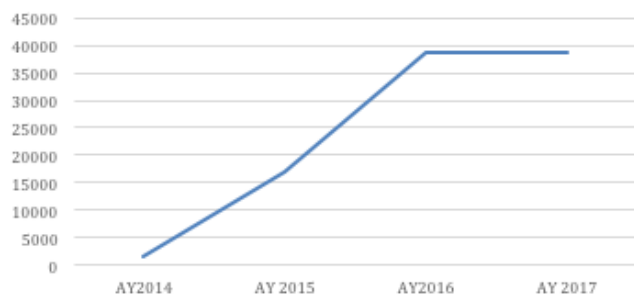
In mid-2012, the informal charge for the Instructional Design Librarian on the new Online Learning Team from the Associate Provost was to have a drag 'n' drop streaming media system in place for CWU faculty as quickly as possible. Initially, the AP's office was willing to fund an onsite server for Brooks Library to host the media, but we soon discovered that several departments on campus were wanting to stream media, so it only made sense to start the Request for Proposal (RFP) or an enterprise solution.

The initial discovery team was made up of technology specialists and faculty from Brooks Library, Information Technology (now IS), Film Studies, Communications, Public Affairs, Student Clubs, Online Learning (now Multimodal Learning), and CWU Channel 14.

After the RFP process was finished we decided on MediaAMP, developed by the University of Washington, as our enterprise streaming solution. This collaboration with UW has been so successful that MediaAMP has gone from a University of Washington IT project to an actual business of its own.

To put CWU's MediaAMP project success into perspective, here are some numbers:

**Streaming Views by Academic Year 2014-
April 2017**



Holistic Collection Development and Management

The 2016-2017 academic year has been one of great change in the Collection Development Department. Over the last four years, Collection Development Librarian Ginny Blackson has also served concurrently as the Head of Collection Development, Serials and Electronic Resources, and Research, Engagement and Instruction. In July 2016, Ginny returned to her original assignment as the Head of Collection Development.

The department said goodbye to Acquisitions Lead Dale Brubaker. This year, Dale retired from the university in January 2017 after 17 years of service to the library. Dale received a distinguished service award from the Board of Trustees during their January 2017 meeting. Dale holds a Masters of Library Science from the University of Pittsburgh. He joined the Brooks Library staff in 1999 as a Library and Archives Paraprofessional 2. Since then he has provided outstanding service to ensure that library materials are acquired in the most efficient and cost-effective manner. In addition to the excellent performance of his regular job duties, Dale took on a leadership role in the library's transition to a new second-generation integrated library system.

The steady line for Academic Year 2017 reflects views as of the first week of May. We fully expect to exceed viewership over last year by mid-June.

In early 2014 Brooks Library won a grant from Suncadia Resorts to digitize and make publically available their historical collection involving the Roslyn/Cle Elum mining industry. This was a perfect opportunity for a collaboration between a new Brooks Library project, ScholarWorks, and our MediaAMP project. ScholarWorks is the institutional repository of CWU, featuring digital files of campus scholarly and creative output as well as archived regional history. The resulting Suncadia Oral Histories Collection has been very popular with local residents and academic and industry researchers.

Our second MediaAMP project was to move existing CWU content on iTunes, about 6000 media files (mostly from the Music faculty), to the MediaAMP server. This process created links for use by faculty. We then emailed the embed code to faculty, for embedding within a Canvas page for student use (Canvas is the learning management system used by CWU to deliver online instruction).

In 2015, our MediaAMP team finished the first Canvas LTI, or Learning Tools Interoperability, allowing faculty to upload their own media into MediaAMP, but through their Canvas courses, allowing them to forego the middle-person that had needed to create the html player.

We also worked with Public Affairs to implement CWUTV, a video portal designed after YouTube. This portal is currently active, and provides public access for the CWU live stream, which broadcasts Commencement and other CWU Live productions.

The Modalis upgrade from the previous Canvas LTI began in 2016, and is a substantial improvement from its 2015 predecessor. Modalis is user-centered, allowing faculty, and soon students, to upload, share, and otherwise manage their media content, either inside or outside of the Canvas environment, which we expect to enhance student engagement for both on-campus and distance students and faculty.

He served as the acquisitions expert for the transition and assisted other technical service and acquisitions staff with their transition to the new system. In March of 2015, Dale was promoted to the position of Library and Archives Paraprofessional 4. In this position he led the implementation of an electronic book recommendation system for CWU faculty, helped to development new department and interdepartmental workflows, and assisted with a review of department policies and procedures to ensure that they conform to the new Integrated Library System.

Following Dale's retirement, the Collection Development and Cataloging Departments merged. This merger has allowed for increased efficiencies and a holistic approach to collection management. Library and Archives Paraprofessional 4, Jennifer Ryder, transferred to the department as the Lead Cataloging and Acquisitions Technician. The merger has allowed the department to transition to shelf-ready purchases for over 80% of our new materials. Shelf ready services provide cataloging and processing of new materials so that they can go directly into circulation upon arrival. More importantly, the merger has provided seamless resource delivery to patrons.

Along with current staff member Diane Krogstie, Jennifer and Ginny are working to ensure a current, relevant, and diverse collection to meet the needs of the Central Washington University community.

Spring Gala The community came out in full force on April 8th to help Brooks Library kick-off National Libraries Week. The 4th annual Evening at the Brooks Gala and Silent Auction brought together CWU students, staff, faculty, administrators, alumni, and retirees. Library supporters from the local community and beyond came to enjoy music, dancing, conversation, and laughter, and to vie for a wide assortment of locally donated silent auction items. The evening began with opening remarks from Associate Dean Michele Reilly, Dean Patricia Cutright, CWU President Jim Gaudino, Kittitas County Chamber of Commerce CEO Jim Armstrong, and Friends of the Library President Scott Templin, with poignant comments honoring library namesake and ardent supporter Jim Brooks, who passed away days before the Gala, and Dean Cutright, who is retiring after seven years at the helm.



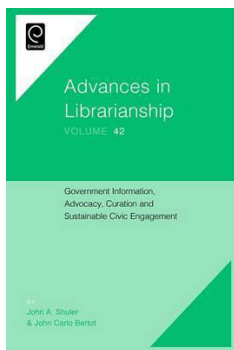
In addition to the ever-popular jazz offerings and swing dancing in the stacks to the sounds of the Ellensburg Big Band, this year the CWU Theatre Ensemble entertained guests with a montage of performances from their dramatic arts line-up.

This year's proceeds exceeded previous years, making it possible for the library to fund a CWU student scholarship. Proceeds will also fund enhancements specifically intended to meet the needs of our student and community parents and families.

Our heartfelt thanks goes to our fabulously generous silent auction donors, to our dedicated and hard-working faculty and staff who helped out on the night, to our student performers and workers, and to all of our campus partners who helped make the evening such a success. A special thanks to our financial contributors (cash and in-kind): CWU Foundation, Friends of the Brooks Library, the Wildcat Shop, Wildcat Printing, CWU Catering, and the Dakota Cafe.

See you at the 5th Annual Gala on Saturday, April 7, 2018. Save the date!

Library Advocacy is All Part of a Day's Work

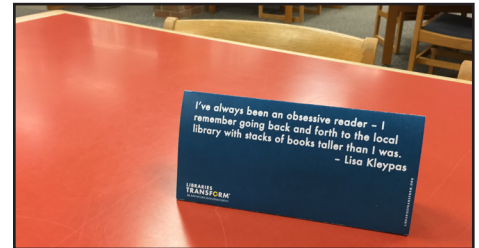


Advocacy is a large part of our work as a librarian. We advocate for our collections, our communities, student success, freedom to read, freedom to think and speak freely, for

civil society, and for our libraries to exist as the hub of our academic town square. Many people do not understand the role of advocacy by librarians, yet there are many books devoted to the topic. The newest title in this genre is part of the Advances in Librarianship series published by Emerald Group Publishing. This book, published in May 2017 and entitled, *Government Information, Advocacy, Curation, and*

Sustainable Civic Engagement authored by the late John A. Shuler and John C. Bertot, provide critical assessment of how the internet shaped today's civic engagement discussions and they provide a path to reshape that framework with sustainable solutions to be information advocates and stewards.

Another fairly recent publication, *Grassroots Library Advocacy*, by Lauren Comito, Aliqae Geraci, and Christian Zabriskie, is broader in its scope. The intended audience is the novice who may never have done any advocacy work and needs to work to build a base of community support. Here at Brooks Library, we broadened our advocacy within our campus and in the greater Kittitas Valley through the work of our librarians. Many of our librarians work with local community groups such as the League of Women's Voters and the Ellensburg Morning Rotary Club to ensure the work of the Brooks Library is not just meeting campus needs, but enriching the greater community good.



Programs are developed with the town square in mind such as the Big Read grant and the Libraries Transform campaign. This campaign is one of many sponsored by the American Library Association (ALA) which has an office to support library advocates to improve peer-to-peer advocacy networks and to help train advocates at state and local levels. Part of this office's role are national campaigns such as I Love Libraries and to help with National Library Week and other goals of the ALA. The James E. Brooks Library is a partner with the ALA to bring these national campaigns to the CWU and to the Kittitas Valley.

Friends of the Library

It has been difficult to compose our portion of this newsletter. As the author, I am only one voice in a great group of library and intellectual advocates. I speak for all, yet I have only my experience to inform readers of our adventures and concerns. Patricia Cutright hosted the Board's annual retreat in her home last January where she announced her plan for retirement from her position as Dean of Libraries. While I was representing the Friends of Brooks Library at a recent meeting of the CWU Brooks Library Council mid-April, Patricia had the difficult task of informing us of the passing of our esteemed colleague and past Central Washington University president, Dr. Jim Brooks. Our group has been privileged to work closely with two very strong and inspirational leaders and we are now tasked with moving forward with their vision in our memory.

"The Big Read" was a smashing success at numerous venues around the county. It was fun to receive positive comments on *The Things They Carried* for the exhibit at the Museum of Culture and Environment in Dean Hall. Reports from librarians and community members touched on how such events created an opening to hear the experiences of local veterans.

I was at the Online Northwest Conference in Portland and attended "The Design of Library Things: Creating a Cohesive Brand Identity for Your Library" presented by Maureen Rust and Stacy Taylor. They held high interest for the audience; it was very helpful to learn the concepts for development and the process to implement. Speaking of processes and implementation, I also took advantage of the opportunity to participate in the annual Brooks Library Gala planning meetings to explore how the Friends might be able to help out in the future and how things came together to produce such a wonderful event for the community. The library is truly transformed for that one magical evening. The Friends are committed to being more involved next year. We will encourage membership and distribute an informational brochure. Look



Dr. James E. "Jim" Brooks greets guests at the first Gala in 2014.

for our new brochure to come in the mail with opportunities to join the Friends or donate to the endowment. Please contact us with your support and encouragement; we look forward to meeting new and potential members at our 2017 annual meeting on June 5th, 3 p.m. Room 152. Welcome!

Diane Huckabay

For more information about the Friends of the Brooks Library, contact Diane Huckabay (509-933-4051) or Maureen Rust (509-963-2102). You can also visit our new website at www.BrooksFOL.org and e-mail us at BrooksFOL@cwu.edu.